

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant : Sean Patrick Nolan  
Appl. No. : 10/728,663  
Filed : December 4, 203  
For : Method and System for  
Automating Keyword  
Generation, Management, and  
Determining Effectiveness  
Customer No. : 08791

Examiner: Haider, Fawaad  
Art Unit: 3627  
Confirmation No. 8854

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this correspondence is being submitted electronically via EFS Web on the date shown below.

/William L. Jaffe/ February 9, 2010  
William L. Jaffe Date

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
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**AMENDMENT AND RESPONSE**

In response to the Office Action dated November 9, 2009, which was made final, in connection with the above referenced patent application, Applicant respectfully requests reconsideration in view of the following amendments and remarks.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 11 of this paper.